

### **REMARKS/ARGUMENTS**

Claims 1-7, 10 and 18-22 are rejected in the current Office Action. Claims 11-14 have been allowed. Applicant appreciates the notice of allowance of claims 11-14. Independent claims 1 and 18 have been amended as set forth above to include at least some of the features that were indicated as allowable in independent claim 11. Accordingly, applicant believes that all of the claims are in condition for allowance.

#### **I. Examiner Interview Dated May 8, 2008**

An Examiner Interview was held on May 8, 2008. During the interview the amendments to the claims were discussed in light of the claims that were indicated as allowable. Applicants believe that an agreement was reached that all of the claims are in condition for allowance.

#### **II. Rejections of the Claims**

Claims 1-7 and 18-21 are rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Publication No. 2002/0156902 published to Crandall (hereinafter "Crandall"). Claims 7 and 22 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Crandall. Claim 10 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Crandall in view of "Language identification and IT: Addressing problems of linguistic diversity on a global scale", SIL Electronic Working Papers 2000-001 by Constable et al. In light of the above changes to the claims, applicant believes that all of the claims are in condition for allowance. Crandall teaches setting a cultural profile on an application. The cultural profile dictates what type of information will be displayed on a web site or associated application. Stated another way, the cultural profile is preset by a user and the cultural profile then drives the type of display information. Crandall does not teach or suggest "wherein the local identifier is converted to a Hex locale identifier" in combination with "wherein the network service identifier includes a string value." Among other features in Crandall, Crandall does not teach or suggest "comparing the Hex locale identifier to the string value." In light of the above changes in independent claims 1 and 18, applicant believes that all of the claims are in condition for allowance. Applicant respectfully requests reconsideration.

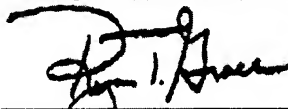
With regard to the dependent claims, the dependent claims include features that are not taught or otherwise suggested by the cited references. Furthermore, those claims ultimately depend from the independent claims set forth above. As such, they should be allowable for at least those same reasons.

**III. Request for Reconsideration**

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

MERCHANT & GOULD P.C.



RYAN T. GRACE

Registration No. 52,956

Direct Dial: 402.344.3000

MERCHANT & GOULD P.C.  
P. O. Box 2903  
Minneapolis, Minnesota 55402-0903  
206.342.6200

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